

AMENDMENTS TO THE CLAIMS

1-7 (Canceled)

8. (Currently Amended) A system for delivery of different versions of the same television program to a viewer's receiver, depending on viewer's demographic information stored in viewer's receiver, comprising:

basic channels for transmitting to a viewer's receiver on a plurality of channels, primary versions of television programs containing commercials that may be replaced by alternative commercial components, to produce alternative versions of those television programs;

an auxiliary channel for transmitting alternative commercial components to a viewer's receiver;

means for storing said alternative components at the viewer's receiver;

means for storing information relating to a viewer's demographic profile at the viewer's receiver;

means for transmitting over one of said television channels to a viewer's receiver, a timetable file constituting a TV guide with descriptive and time/channel data relating to the commercial components of the transmitted television programs and data relating to alternative commercial components which may be used to replace commercial components of said programs;

means for allowing a user to view the descriptive and time/channel data and to select one channel for viewing from said timetable file; and

means at the viewer's receiver for substituting selected commercials from said storage means for commercials transmitted with the program material on the selected channel under control of the stored profile of viewer's demographic information and said descriptive and time/channel data; whereby, said timetable file performs the dual functions of assisting a user in selecting a channel for viewing and enabling the substitution of selected commercials from the storage means for commercials transmitted with the program material on the selected channel.

9-10 (Canceled)

11. (Previously Presented) The system of claim 8 wherein said means for transmitting a timetable file with descriptive and time/channel data includes such data for the commercial segments which are stored.